

Coastal Conservancy

Statewide Survey



- Presentation -

October 4, 2017



Opinion Research
on Public Policy

Probolsky Research
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Coastal Conservancy – Statewide Survey

Survey Methodology

From Thursday, September 28 to Saturday, September 30, 2017, Probolsky Research conducted a survey with live professional interviewers and online, among California voters.

A total of 1,000 residents were surveyed (510 via telephone and 490 online). A survey of this size yields a margin of error of +/-3.2% with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile (62.7%) phones and were offered in English and Spanish (5.9%) languages. For the online survey phase, we invited participation via email. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents could use their computer, tablet or smart phone to participate.

Our sample was developed from the voter files originally compiled by each county's Registrar of Voters and then enhanced with consumer data. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

Probolsky Research specializes in opinion research on behalf of corporate, government, non-profit, and special interest clients.



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Top Issues

Open-ended question

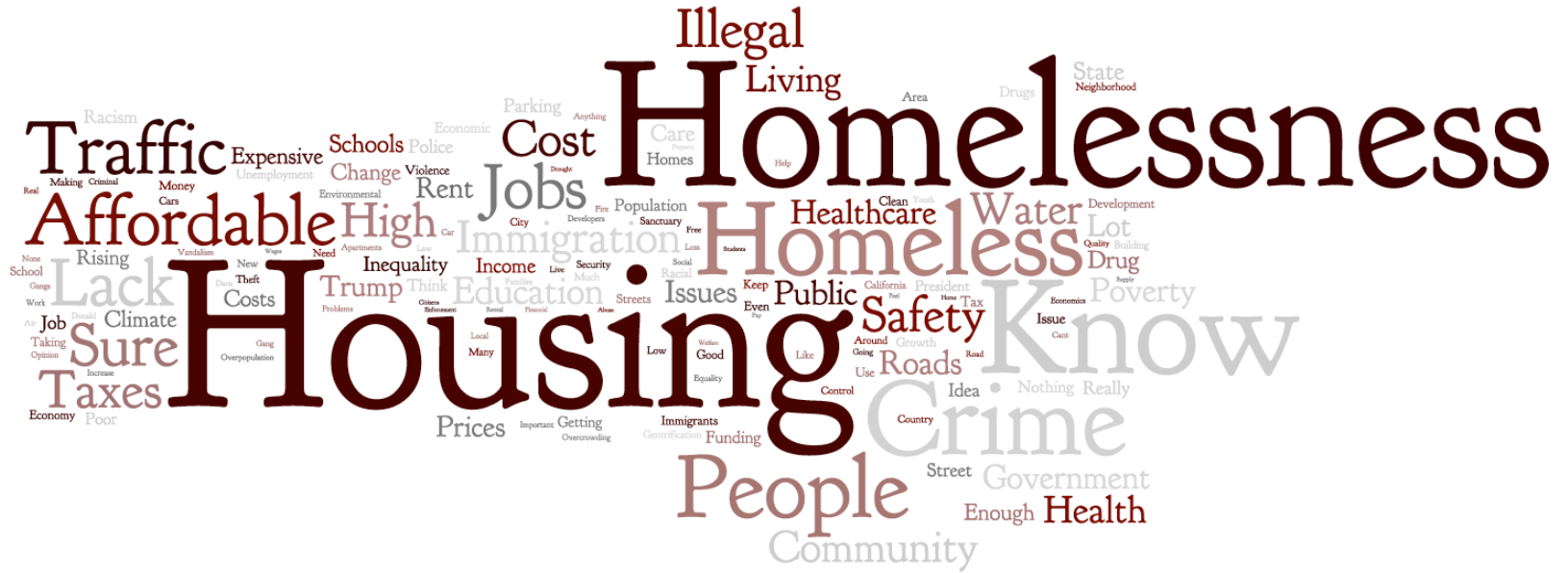


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What is Top of Mind in California?

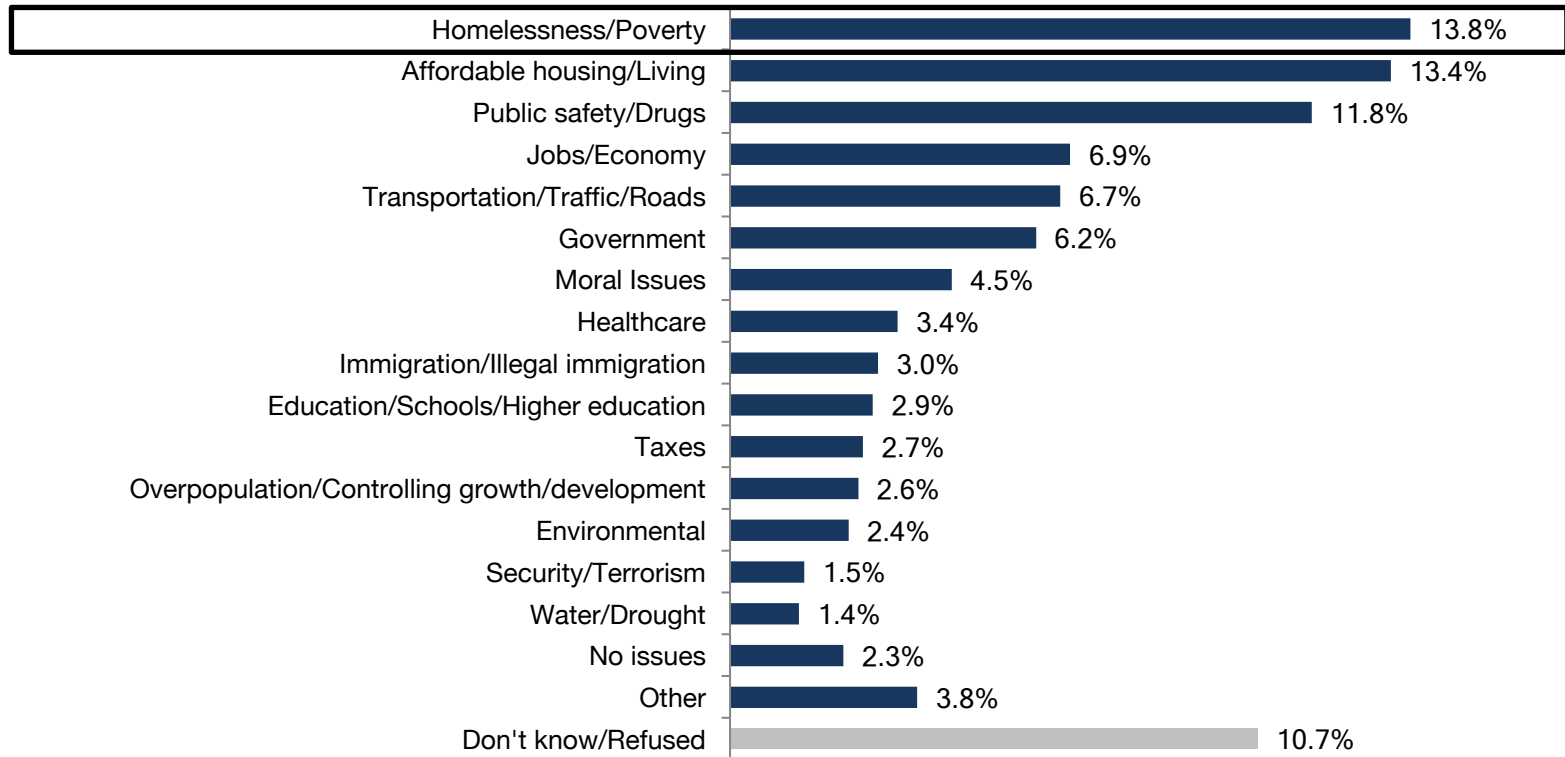
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Top Issue: Homelessness and Poverty

Question: What is the most important issue facing your community today?



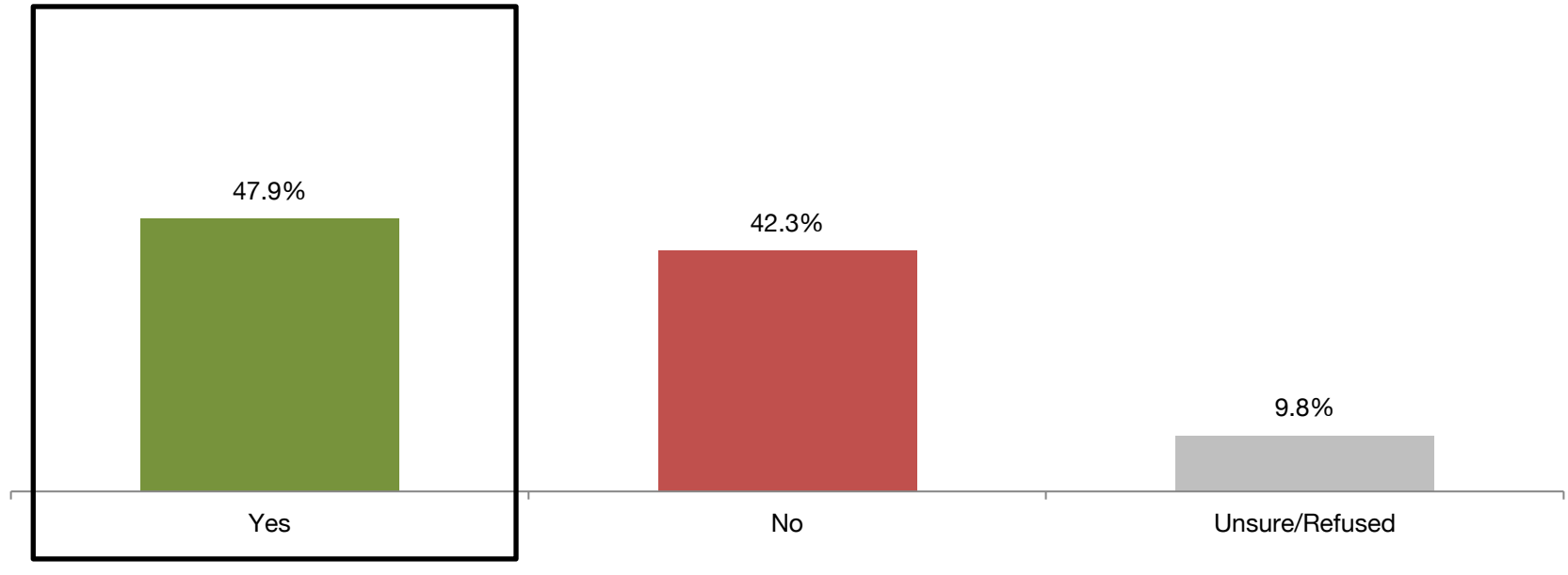
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47.9%: Rising Sea Levels Will Disrupt Life

As we know it in California during their lifetime

Question: Do you think that rising sea levels will disrupt life as we know it in California during your lifetime?



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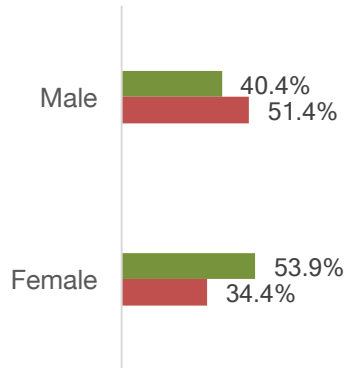
Demographic Analysis by

Gender, party, and age range

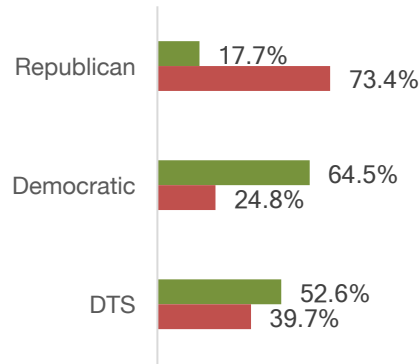
Question: Do you think that rising sea levels will disrupt life as we know it in California during your lifetime?

■ Yes ■ No

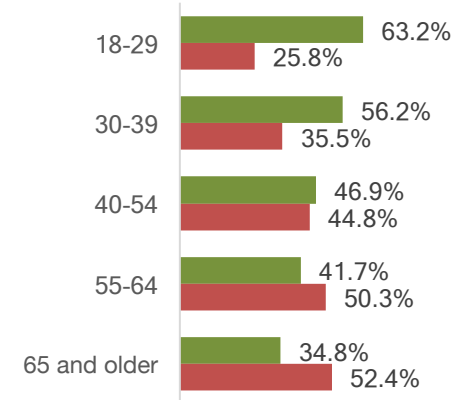
Gender



Party



Age



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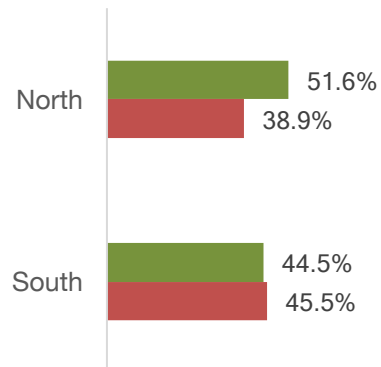
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Geographic Analysis by North/South & Coastal/Inland divisions

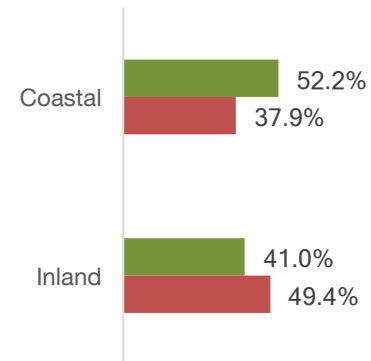
Question: Do you think that rising sea levels will disrupt life as we know it in California during your lifetime?

■ Yes ■ No

Northern Counties v. Southern Counties



Coastal Counties v. Inland Counties



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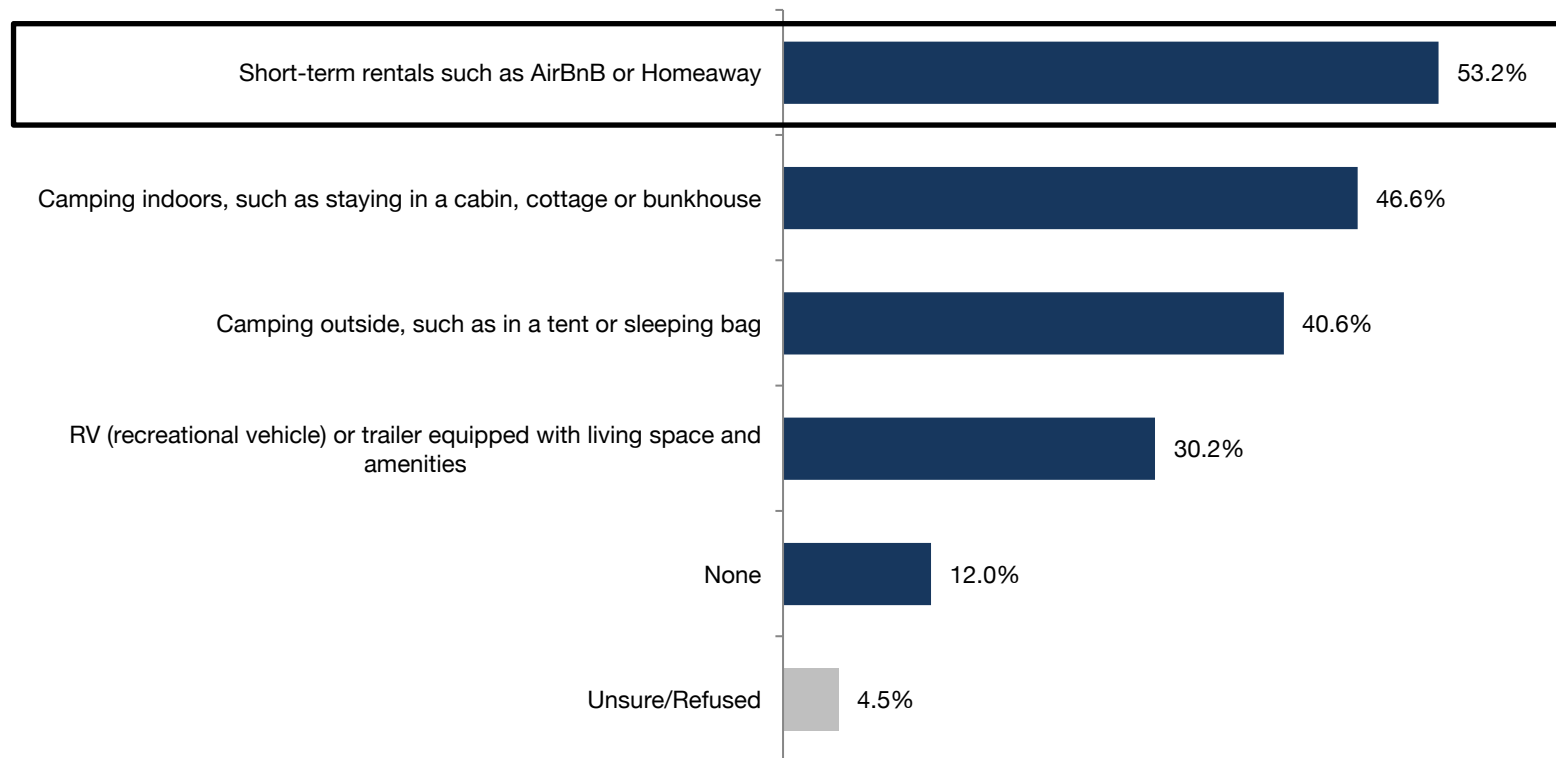
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Short-term Rentals and Camping Indoors

Are top options for overnight accommodations along the CA coast

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.

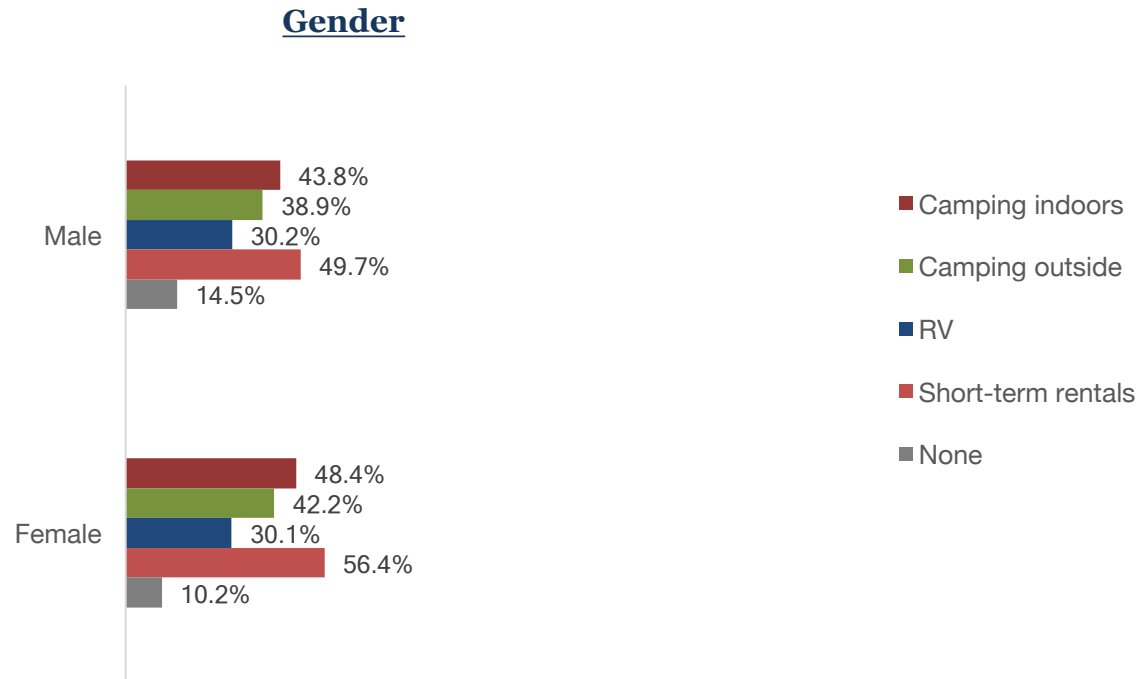


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Demographic Breakdown by Gender

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.

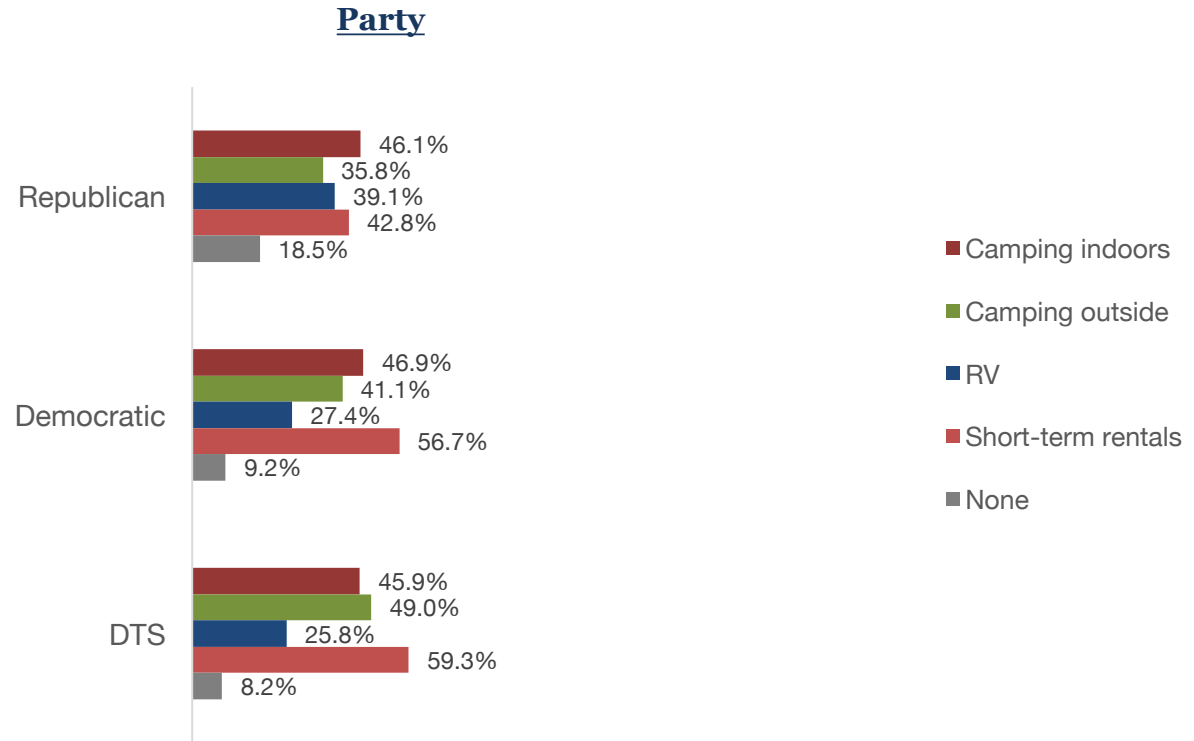


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Demographic Breakdown by Party

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.



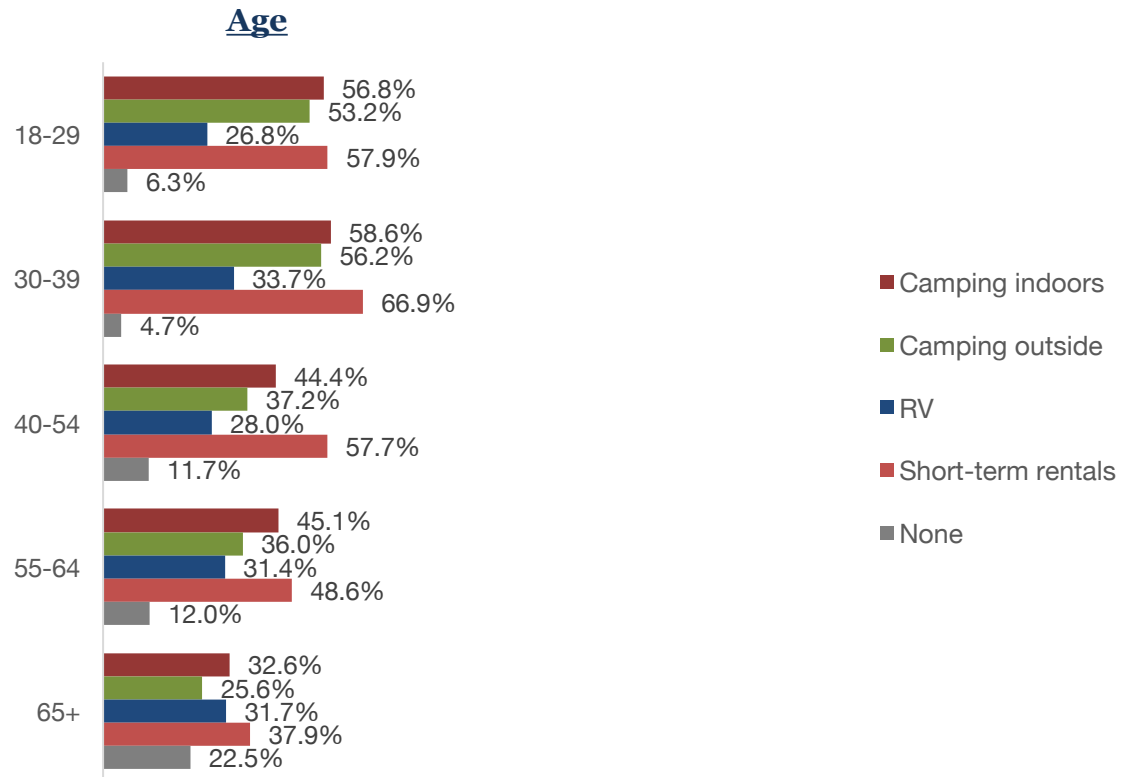
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Demographic Breakdown by

Age range

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.



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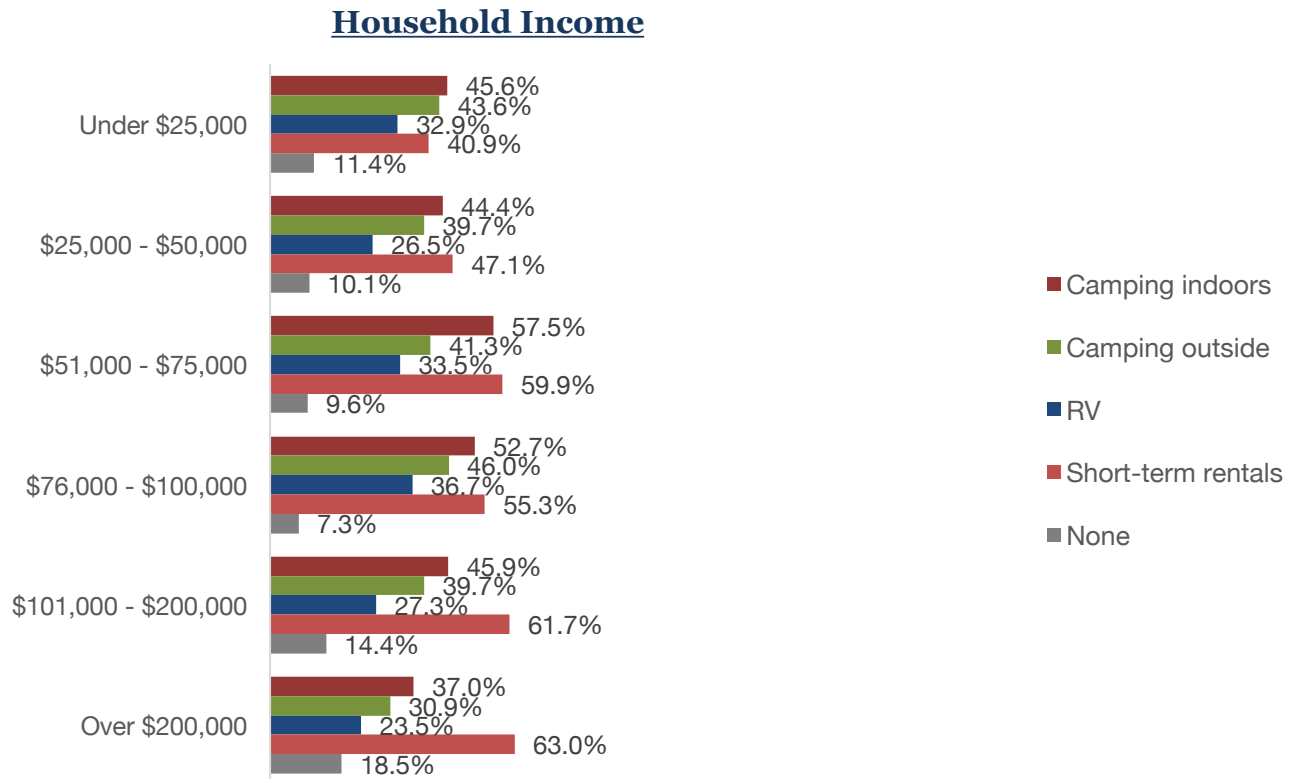
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Demographic Breakdown by

Household income

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.



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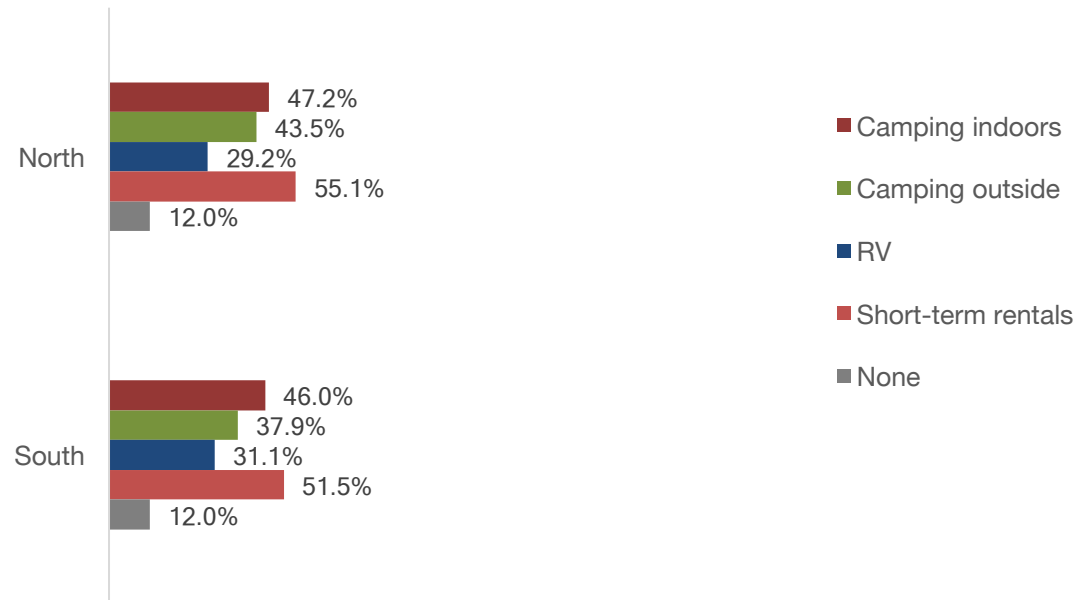
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Geographic Breakdown by

North/South division

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.

Northern Counties v. Southern Counties



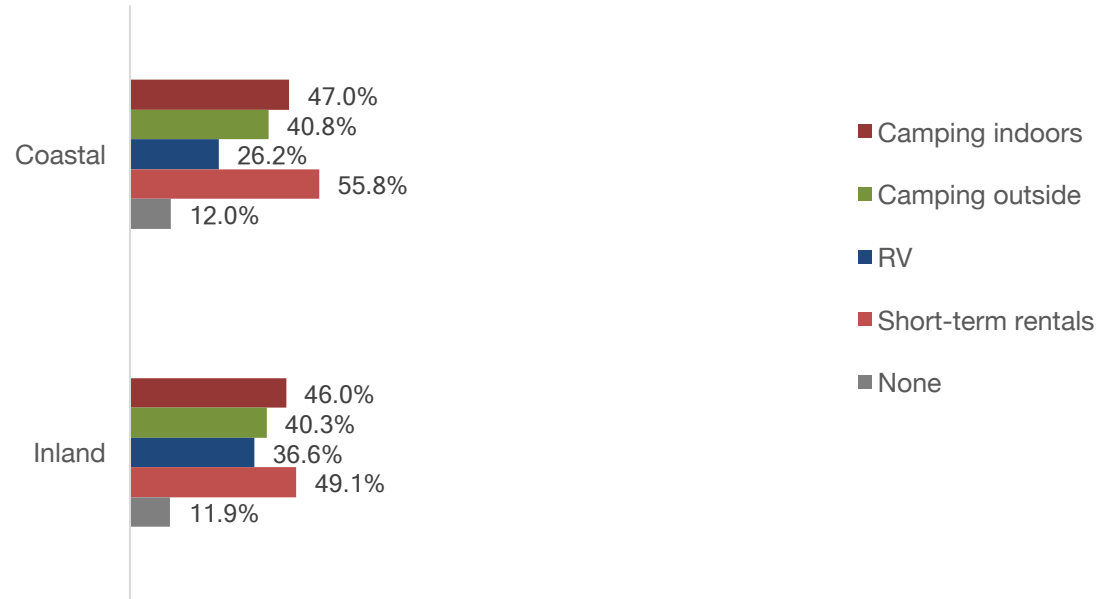
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Geographic Breakdown by Coastal/Inland division

Question: When considering overnight accommodations along the California coast, which of the following would be options for you and your family? Choose as many as apply.

Coastal Counties v. Inland Counties

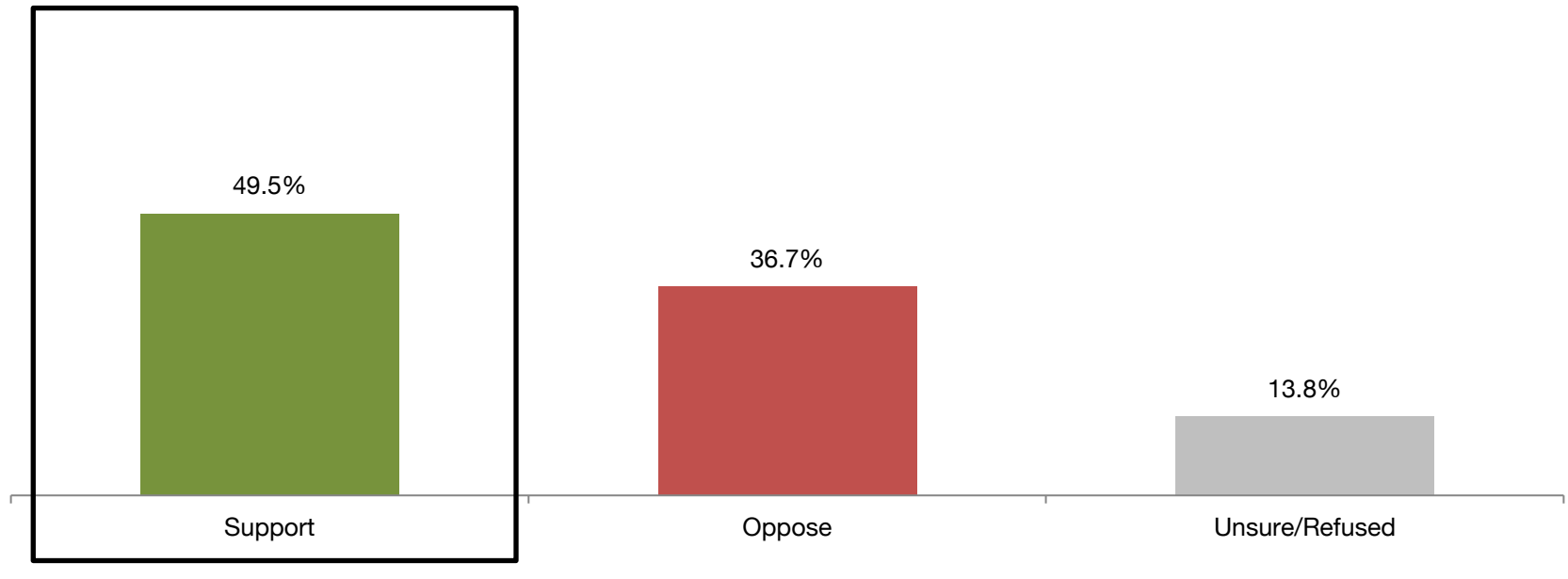


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Almost Half of Respondents Support the State's proposal to purchase & operate motels/small hotels near the coast

Question: There is a proposal for the State of California to purchase and operate motels and small hotels near the coast and offer moderately priced overnight accommodations exclusively to California residents. Would you support or oppose this proposal?



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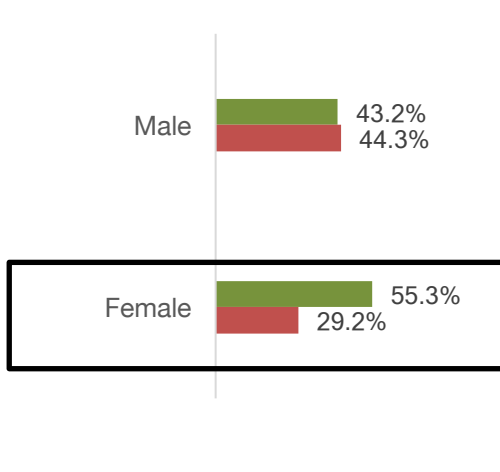
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Women are More Inclined to Support the State's proposal than men are

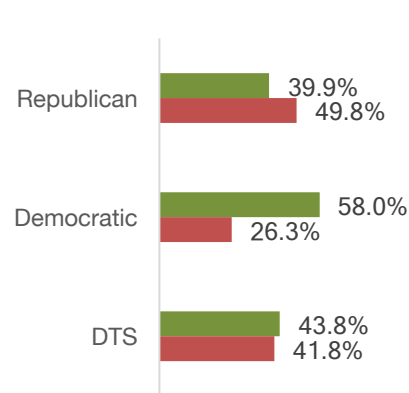
Question: There is a proposal for the State of California to purchase and operate motels and small hotels near the coast and offer moderately priced overnight accommodations exclusively to California residents. Would you support or oppose this proposal?

■ Support ■ Oppose

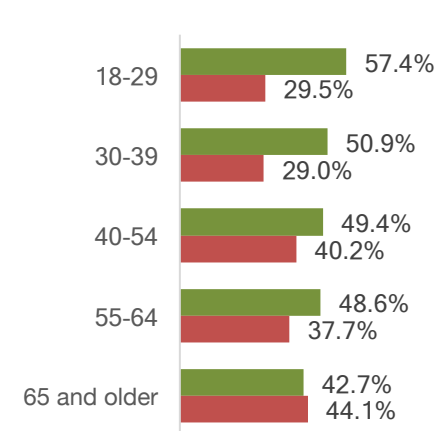
Gender



Party



Age



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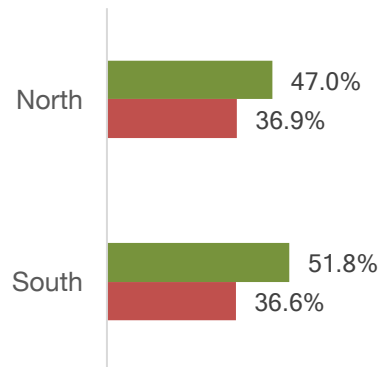
Geographic Analysis of Support/Opposition

Towards the state's proposal

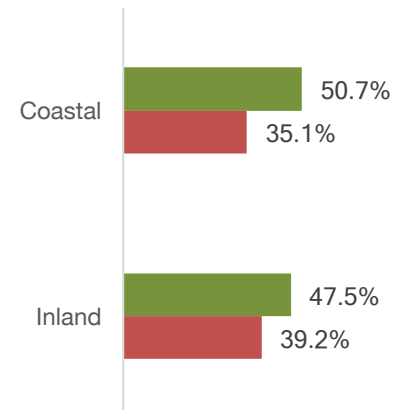
Question: There is a proposal for the State of California to purchase and operate motels and small hotels near the coast and offer moderately priced overnight accommodations exclusively to California residents. Would you support or oppose this proposal?

■ Support ■ Oppose

Northern Counties v. Southern Counties



Coastal Counties v. Inland Counties



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Thank You.



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